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Executive Registry
77-3860

October 12, 1977

Adm. Stansfield Turner
Central Intelligence Agency
Washington, DC 20505

Dear Adm. Turner:

Because you are a frequent traveler, I would like you to join a select group of Ambassador 1 members who are helping us test what could become one of the most important advancements in airline reservations since the introduction of the computer.

Quite simply, we are making available to a small group of Ambassador 1 members like yourself a special toll-free 800 number. To confirm a reservation anywhere in the world, you simply dial 800 and the word A-I-R-L-I-N-E from anywhere in the continental U.S., except Iowa. Then give our Ambassador 1 agents your personal I.D. number and they will be able to confirm space on TWA or 117 other airlines worldwide. They will also be able to give you instant confirmation on hotel and rental car reservations should you require them.

If you or your secretary normally call TWA direct, just call this easy to remember phone number from now on. If you normally make your reservations through your travel agent or corporate travel department, please continue to do so. They can handle your TWA reservation and any other travel needs quickly and efficiently. However, if you are out of town, you can use 800 A-I-R-L-I-N-E to reconfirm your reservation or make a last minute change in your itinerary. Our agents will be on duty 24 hours a day, 7 days a week to assist you in any way they can. The enclosed brochure describes 800 A-I-R-L-I-N-E in detail.

As an Ambassador 1 member, you are one of our best customers. We're committed to making TWA your airline every time you fly. So, in the coming months we will be unveiling still other service enhancements designed to make your trip as hassle-free as possible.

Sincerely,

Larry S. Toulouse

Larry S. Toulouse
Director, Services Marketing

UNCLASSIFIED CONFIDENTIAL SECRET

EXECUTIVE SECRETARIAT

Routing Slip

TO:		ACTION	INFO	DATE	INITIAL
1	DCI				
2	DDCI				
3	D/DCI/IC				
4	DDS&T				
5	DDI				
6	DDA				
7	DDO				
8	D/DCI/NI				
9	GC				
10	LC				
11	IG				
12	Compt				
13	D/Pers				
14	D/S				
15	DTR				
16	A/DCI/PA				
17	AO/DCI				
18	C/IPS				
19	DCI/SS				
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Date

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